



THE FAS LETTER

TO AGRICULTURAL ATTACHES AND OFFICERS

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SECRETARY FREEMAN
MAKES FIRST
OVERSEAS
TRIP

The Secretary checks notes with Asst. Secretary John P. Duncan, Jr. (left) and FAS Administrator Robert C. Tetro (right) before take-off to Europe to open agricultural exhibit at new London Trade Center.

Orville L. Freeman is back on the home front after a 3-day flying trip to Britain and Belgium--his first overseas trip as Secretary of Agriculture.

Arriving in London Sept. 5, he opened our first agricultural exhibit at the new permanent U. S. Trade Center, and also met with British government and trade leaders.

Over 100 exhibitors of U. S. farm products had an opportunity to meet Secretary

Freeman at the Center (a joint project of Commerce and Agriculture).

The Secretary then went on to Brussels. There he spent two days (Sept. 6 and 7) with Belgian and U. S. officials, and with Commissioners of the European Economic Community (Common Market) to discuss agricultural policies and problems.

Mr. Freeman was accompanied by his assistant, George A. Barnes, and by Ray Ioanes, FAS Deputy Administrator.

MOVING VANS

Blueprints for a lot of desk and office shifting are about to become a reality.

They call for the moving of several top FAS officials to offices in the East Wing of the Administration Bldg., only a few messenger steps away from Secretary Freeman.

Going across the street are: Administrator Bob Tetro, Ray Ioanes, Lou Smith, Burton Baker, and Hans Richter.

ELEANOR KANIECKI GOING TO CONGO

"They always go back for more," they say of overseas FAS personnel. Secretary Eleanor Kaniecki is a current example. She is about ready to take off for the Republic of the Congo, to be attache secretary at Leopoldville.

The new assignment will be Eleanor's 4th overseas post. A native of Cleveland, O., she formerly served in Tokyo, Bangkok, and Stockholm. Since her return from Stockholm last year, she has been in the Foreign Training Division.

Speakers' Table

ACCUSTOMED HE IS

Administrator Bob Tetro can't use the time-honored "unaccustomed as I am to public speaking."

He appeared on the popular NBC Sunday radio show "Farm Review" last month to discuss FAS work, and later (Aug. 29) addressed the American Soybean Association at its annual meeting in Indianapolis on the subject of "American Agriculture & Soybeans."

His next speaking engagement is October 16 at the National Agricultural Institute, Washington, D. C.

FAS REPRESENTED AT MONTEVIDEO CONFERENCE

Asst. Secy. John P. Duncan, Jr. and Deputy Adm. Ray Ioanes returned in mid-August from Montevideo, Uruguay, where they were members of the U. S. delegation to the Ministerial Meeting of the Inter-American Economic and Social Council (IA-ECOSOC).

Mr. Duncan and others of the U. S. group accompanied the U. S. delegation chief, Secretary of the Treasury Douglas Dillor, when the latter made his report on the Conference to President Kennedy.

MEMO FROM MEXICO

Assistant attaches in Mexico City have been on the road.

John Ray recently spent several days in the cattle country near Chihuahua visiting the experimental ranch run by the Rockefeller Foundation there.

Anna Gomez attended the international agricultural economists meeting at Cuernavaca in late August.

SILVER TONGUE WINS SILVER CUP

Charles H. Barber, chief of the Cotton Div. analysis branch, has brought honors to FAS.

He won a silver trophy at the annual speech contest of the Toastmasters (Mall chapter) for his humorous speech on "Vacation Surprises" -- experiences of a city boy in a country village.

CRAWFORD AT FAS CLUB

FAS club members were treated to a talk about "Attache Life--Zamboanga to Patagonia" at their first fall luncheon, Sept. 1. The speaker was a man who knew whereof he spoke: Douglas C. Crawford, our new asst. adm. in charge of attaches.

Ra M BLING

a ROUNd

Vagrant thought for a September afternoon: How long before FAS will be developing markets in outer space; and what will we be importing from the Moon?

Getting back to Earth, Max Myers, former FAS Administrator and now economics professor at So. Dakota State College, continues his active interest in the work of FAS. The Sioux Falls (S.D.) Argus Leader recently featured an interview with him about the U. S. farmers' big stake in exports.

Horace Davis (New Delhi) will be a member of the U. S. Delegation to an ECAFE Conference of Asian Economic Planners, New Delhi, Sept. 26-Oct. 3.

Dave (David L.) Hume, director of Dairy & Poultry Div., embarked in late August on a 'round-the-world survey of market potentials in about 15 countries of the Far East, Asia, and Middle East.

Ray Ogg (Brussels) is attending the 66th Belgian Show of Breeding Horses, Sept. 12-13, as USDA's official representative.

Ford Milam flew in from Rio in mid-August for consultations on P. L. 480 negotiations with Brazil. (His fractured elbow is healing well and is now out of its cast.) Ford reported that his new asst. attache, Larry Thomasson, (ex-Monetary Branch) had arrived and was hard at work.

Clarence Pike is back at his Lima post after an enjoyable home leave, including a look at his new farm near Front Royal, Va.

Dick Roberts (Richard H.) deputy asst. adm. for export programs, represented FAS at the 11th International Conference of Agricultural Economists at Cuernavaca, Mexico, Aug. 19-30.

Virginia Fackrell, former secretary in Ankara, arrived August 2 at her new post, Djakarta. Grace Novak is now in Ankara.

On the eve of his departure from Tokyo, after 4 years as asst. attache, Don Motz was feted by Mr. K. Sugiyama, president of the Honen Oil Co. (largest single foreign customer for U. S. soybeans).



Don is shown above (males, left to right) with Mr. Sugiyama, Attache "Chuck" Elkinton, and Mr. Hirano, managing director of Honen Oil Co.

Rosemary Corcoran, former secretary to attache George Day (Caracas), is now secretary to Lee Keesling, chief of FAS's Import Staff.

Director Jim Howard, Trade Projects Div., is on a 5-week trip to review market development programs and talk with co-operators in Japan, India, Thailand, Malaya, Hong Kong, and the Philippines. He plans to return in early October.

Art Minor (W. A.) Mgt. Div. Dir. returned in late August from a 2-week trip for on-the-spot talks in Rome and Frankfurt about administrative matters in connection with market development projects, and to confer with officials in Hamburg about the forthcoming U. S. Trade Fair there.

FRED TAYLOR

Fred Taylor, one of the original members of FAS when it was established in 1930, died Aug. 18 at his home in Clemson, S. C. Mr. Taylor, who retired in 1948, was one of our first agricultural commissioners in Japan and China.

DAN BACK FROM RAROTONGA



ALL DRESSED UP for official reception in Rarotonga, Cook Islands, are (left to right): Attache Dan Brady (Wellington); Ross Walker, Fruit Distributors, Ltd.; Gilbert Sales, Turners & Growers, Ltd.

Note the leis that Brady and Walker are wearing. In the South Pacific they are "eis", the "l" being dropped.

Milton A. Norland, formerly with ARS Soil and Water Conservation Div., has joined the Foreign Training Div. In 1959-60 he assisted with the First World Agricultural Fair in New Delhi.

PAT'S BACK

Former FAS-er Pat O'Donnell is now back at work with regained strength as Chief of the West European Branch, Economic Research Service (ERS), after his long illness. He used to be Chief of the Competition Branch, Dairy & Poultry Div. **TICHENOR-PHILLIPS**

Mr. and Mrs. Gerald E. Tichenor announce the marriage of their daughter, Nancy, to Terrance Phillips, son of Mr. and Mrs. Robert Phillips, on Sept. 2 at the Lewinsville (Va.) Presbyterian Church.

Dan Brady is back at his Wellington post after a 10-day inspection trip in the Cook Islands, New Zealand's "tropical provinces."

The Islands lie in about the same position in the South Pacific as does Hawaii in the North Pacific; they dot over 800 miles of ocean, north to south. Rarotonga, the capital, is 1,700 miles north of Auckland, N. Z.

In addition to his "field trip," Dan was invited to speak at the opening of the local Legislative Assembly.

He accompanied the New Zealand Member of Parliament; the Secy. of the of Island Territories; the general manager of Fruit Distributors Ltd. (sole importer of pineapple, citrus, and grapes into New Zealand; and the major buyer of Turners and Growers, Ltd. (largest New Zealand wholesaler of market garden produce.

On 5 of the outlying islands, Dan was invited to "umu kais" (native noon-day feasts) which he found a novel and interesting experience.

FRED ROSSITER GETS "OLD-TIMER" AWARD

Fred J. Rossiter, one of USDA's first attaches and a pioneer in our world agricultural reporting system, received his 30-Year Service Award from Ambassador Livingston T. Merchant at recent ceremonies in Ottawa.

"Everybody in the Embassy attended, from affection for Fred," the Ambassador wrote Asst. Secy. Duncan. Adm. Tetro and other FAS'ers were there to add their congratulations.

A few days before the ceremony, the Rossiters were the guests of the Canadian Minister of Forestry, Hugh John Flemming, at the formal opening of the new Laboratory Building at the Canada Dept. of Agriculture Research Station in Fredericton, New Brunswick.



AT IRISH FAIR. Attending the County Livestock Fair in Athy, Kildare Co., Ireland, are (right to left): Bill Hatch, agricultural attache in Dublin; Claude E.

Dobbins, FAS marketing specialist, Livestock & Meat Products Div.; Reddy Day, Irish Ministry of Agriculture's Livestock Dept.; and Bill Hatch, Jr.

LIVESTOCK MEN ON THE TRAIL

Market development activities of the Livestock & Meat Products Div. continue brisk, despite the resignation last month of Division Director M. A. (Jack) Drisko.

*Jim Hartman, marketing specialist, is on a 6-week trip through Africa and Mid-East looking over current and potential outlets for our livestock and meat products. He won't be back until late September.

Bob Mannion, another marketer, recently returned to his Washington stall

after a trip to Britain, where he talked with Attache Bob Anderson, British agricultural officials, and traders about sales possibilities for U. S. lard.

While in the U. K., Mannion got together with Claude Dobbins. Claude was covering England, Ireland, and Scotland in a competition study.

Meanwhile, Dwight Bishop is getting ready to leave Oct. 1 for Australia and New Zealand to evaluate export trends of beef, mutton, and lamb and the general livestock situation in these countries.



DEPLANING. Fred J. Rossiter, attache in Ottawa, arrives for opening of new laboratory at Canada's Agricultural Research Station in Fredericton. Left to right: Canadian Forestry Minister Hugh J. Flemming, Mrs. Flemming, Mr. and Mrs. Rossiter.

"AS THE LADY FROM NO. CAROLINA SAID
TO THE LADY FROM SO. CAROLINA . . ."



"Hi!" Harriet Duff (right), attractive secretary in the Bonn attache office, greets Emmalee Gaddy, International Tobacco "Emissary". Harriet hails from Asheville (N.C.) and Emmalee from Kingston (S.C.).

"BONN NOUVELLES"

There's lots of good news from Bonn these days:

Hugh Robinson, ex-European area officer and new asst. attache in the West German capital, arrived in early September to lighten Attache "Esky's" load.

Hugh is replacing Paul Taggart, who will be leaving about Oct. 1 for an FAS/Wash assignment.

Josef Wienken, local agricultural specialist, is the proud father of a son, Michael, born June 1 (announcement was a little slow in reaching D. C.).

Gisela Gelderblom, agricultural reports specialist, is now Mrs. Franck. Her many Washington friends send their best wishes.



THE FAS LETTER

To U. S. Agricultural Attache Posts

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AUF WIEDERSEHEN. Louise Taggart, wife of asst. attache Paul F. Taggart, Bonn, displays an autographed silver tray presented to her by Mrs. Heinrich Luebke (left), wife of the President of the Federal Republic, for her work with a group that helps German women practice their English.

LATINIZED GRINGOS
at tropical cattle show
in Buga, Colombia. Left
to right: Attache Henry
Hopp; Merle Campbell,
U.S. livestock advisor;
and Jack Fairchild, U.S.
Holstein judge under a
market development
project.



HONEY IN THE POUCH?

Paul Ferree's beehives in Salisbury, So. Rhodesia, are proving so productive that he is reportedly facing a surplus.

Between bee-keeping, orchid-collecting, and sending specimen mangoes to Beltsville, Paul has been busier than usual; he's also addressed the Agricultural Scientific Society, Henderson Research Station, on "Aspects of Agriculture in Brazil and Latin American," and has attended the Agricultural and Trade Fair

in Bulawayo.

Meanwhile, Paul hasn't neglected his avocation of using corn-cob pipes to woo goodwill; he heartily recommends to all attaches the use of "some such item that is typically American."

The impact of the pipes is evidenced by a Rhodesian Tobacco Journal editorial suggesting that Rhodesia might well build up a profitable village industry, and also increase tobacco consumption, by manufacturing pipes modeled on Paul's giveaways.



AMBASSADOR DOUGLAS MAC ARTHUR II was a gracious host to Attache Ray Ogg, Brussels, and two IFYE delegates whose life and work on Belgian farms Ray helped to arrange. Left to right:

Ambassador; Miss Mary Swecker, Blue Grass, Va. Gerald C. Wheelock, Conrad, Ia; Dr. J. Verbelen, Belgian Ministry of Agriculture; his assistant, Ing. Van Melkebeek, and Ray.

See this emblem? --



It means that fish authorities of the world are gathering in Washington Sept. 19-27 to attend the FAO International Conference on Fish in Nutrition.

FAS happens to have some fish experts of its own:

John Montel, attache headquartered in Guatemala City, recently hauled in a 200-lb. tarpon, on a 36-lb. line, from the Petux-petun River.

(Ed. note: World record is 283 lbs., set in 1956 with a 30-lb. line at Lake Maracaibo, Venezuela.)

John would have set a new Guatemalan record, but his catch didn't count; he had to shoot it after a 2-hr. fight because he was overdue at his base camp. Ben J. Ruyle, political officer at the Embassy, was a witness—but for more positive proof, here's a picture.



MONTEL AND TARPON

Another FAS Man-of-the-Sea is Francis Jack. He snagged a 1,044-lb. marlin off the Ecuadoran coast shortly before returning to FAS/Wash from his Quito post.

It took Jack about 8 1/2 hours and 30 miles to haul in his fish. 'Usually reliable sources' say that he missed the Ecuadoran record by only 37 lbs. (World record, Pacific Black marlin, is 1,560 lbs., 1953, Cabo Blanco, Peru.)

Meanwhile, over in Africa, young Charles Wenmohs has been fishing off the Nigerian coast (catch report still in transit).

His father, John Wenmohs, attache in Lagos, was busy ashore making arrangements for a U. S. tour this month by a group of Nigerian farmers and farm leaders.

Also, father John has been rounding up recipes for ICA wives who are helping Nigerian women prepare a cookbook suited to use of such U. S. products as nonfat dry milk.

THANK YOU,
BRUCE

"The clarity and type of pictures, and lively news notes" in the FAS Letter of August were appreciated in Geneva, Switzerland, according to a thoughtful letter from W. Bruce Silcox, Dairy & Poultry Div. All letter contributors please take a bow!

Bruce is now serving as a U.S. delegate on the Asis, Tunisia, and Middle East negotiating team at GATT.



Growth Through Agricultural Progress